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FOR IMMEDIATE RELEASE

Bradford White confirms its commitment to skilled workers at White House ceremony for Pledge to America's Workers

Top water heating and storage manufacturer joins industry representatives to support training and education for skilled tradespeople

AMBLER, Pa. – March 2, 2020 – [Bradford White Corporation](#), an industry-leading manufacturer of commercial, residential and industrial water heating and storage applications, publicly affirmed its ongoing commitment to America's skilled blue-collar workers in a White House ceremony in January.

Carl Pinto Jr., senior director of marketing communications, Bradford White Corporation, joined representatives from the [Plumbing-Heating-Contractors—National Association](#) at the White House on Jan. 14 to sign the Pledge to America's Workers, a federal workforce development initiative encouraging America's employers to commit to training the next generation of skilled workforce professionals.

In 2019, representatives from Bradford White completed a corporate signing of the Pledge to America's Workers. Later in the same year, representatives from the company joined the American Supply Association at the White House for its pledge ceremony.

"Bradford White is dedicated to supporting the hard-working men and women who are the backbone of industry in this country," Pinto said. "The quality and reliability that homeowners and business owners expect from Bradford White products depends on the craftsmanship of skilled trade professionals. For more than 100 years, this company has emphasized the training and support that they need to have a career, not just a job, and the Pledge to America's Workers is a public statement of that commitment at a time when skilled trades are in crisis."

Even in a growing economy, with record-low unemployment, manufacturers and industries requiring skilled labor face difficulty filling many skilled positions. In fact, the projected shortage of workers in the plumbing-heating-cooling industry alone is staggering. By 2028, the U.S. Bureau of Labor Statistics estimates that the industry will need approximately 114,500 new workers.

The White House's National Council for the American Worker is asking companies and trade groups throughout the country to sign the Pledge to America's Workers and commit to expanding programs

that educate, train and reskill American workers. More than 300 companies and organizations have signed the pledge, contributing to more than 12 million new education and training opportunities for American students and workers over the next five years.

“The skills gap isn’t just affecting companies like Bradford White,” Pinto said. “This crisis impacts everyone in the industry. Without enough skilled labor to meet the demand for service and manufacturing jobs, business slows down and customer satisfaction suffers. Vendors, distributors and retailers are hit by it, too, not to mention a generation of young people who are missing out on a fulfilling and rewarding career opportunity simply because it’s never been presented as a serious option. That’s why it will take a cultural shift to turn it around.”

Pinto attended the January White House ceremony with executives, staff and contractor members from the Plumbing-Heating-Cooling Contractors—National Association.

For more information about the Pledge to America’s Workers, please visit <https://www.whitehouse.gov/pledge-to-americas-workers/>.

To learn more about Bradford White Water Heaters, please visit <https://www.bradfordwhitecorporation.com/> or call (215) 641-9400.

About Bradford White Corporation

Bradford White Corp. is a full-line manufacturer of residential, commercial and industrial products for water heating, space heating, combination heating and storage applications. The company maintains headquarters in Ambler, PA and has manufacturing facilities in Middleville, MI; Niles, MI; and Rochester, NH; and distribution and training centers in Halton Hills, ON Canada. For more information, visit www.bradfordwhitecorporation.com.